

10

years of:

Social impact
Creating 360° value
Accenture Costa Rica



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Accenture Costa Rica

Memory 2012 - 2022

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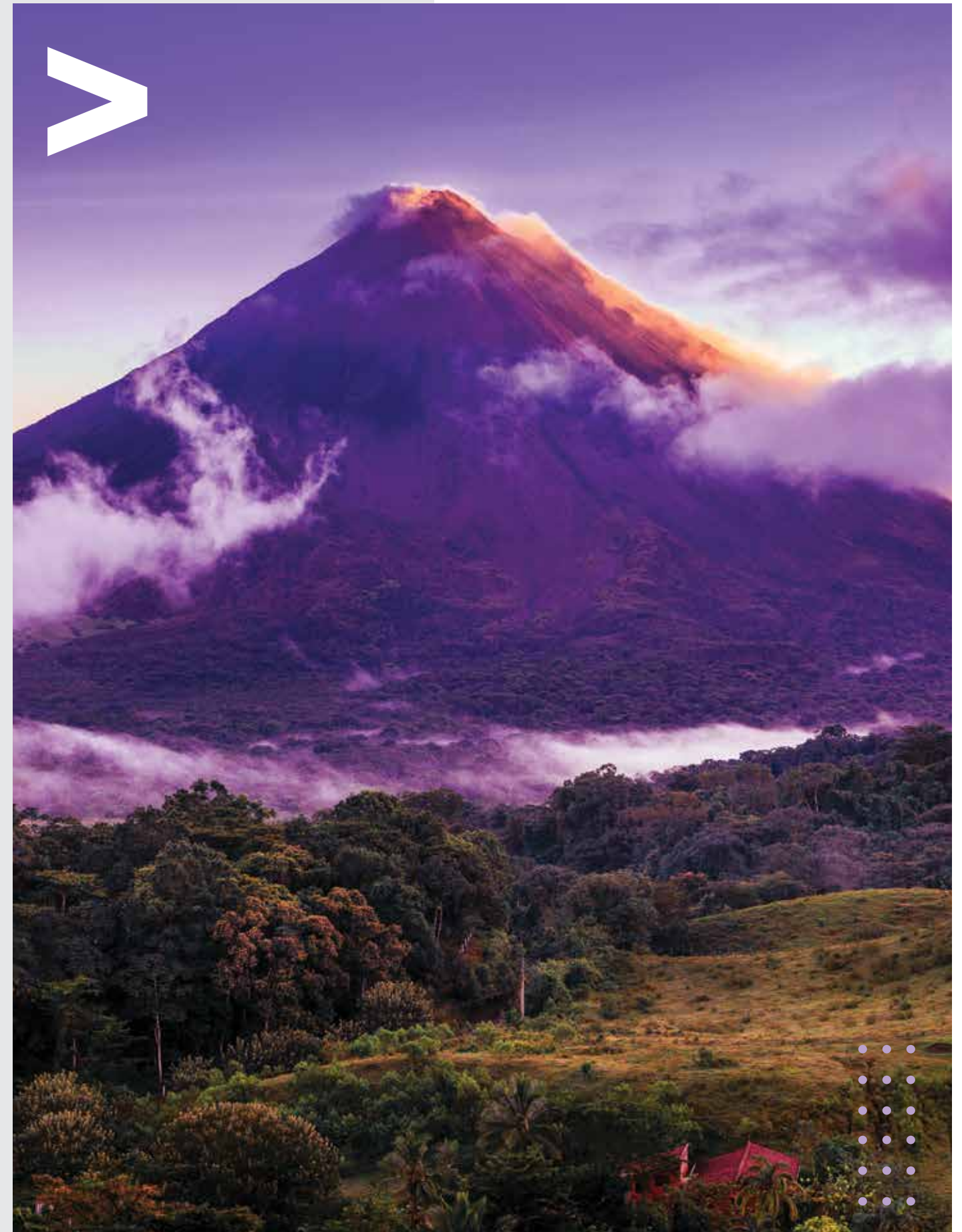
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10 years of commitment to social impact in Costa Rica

Fiscal Year 2012 –Fiscal Year 2022



Fabricio Soto
Country Managing Director,
Costa Rica.



Since the arrival of Accenture to Costa Rica, our priority has been the generation of value to positively impact our clients, people, shareholders, partners, and communities.

We are aware of the importance and responsibility of companies for setting the pace of change and progressing to a more inclusive and sustainable world.

The following is a reflection that expresses the work done by our people during our first decade in the country. You will be able to appreciate our great efforts in contributing to the creation of a more inclusive government that will offer better opportunities through a series of projects whose primary goal is to provide employable skills and technological fluency to current and future generations.

Finally, I would like to thank all volunteers, non-governmental organizations, allied organizations, and the government for supporting and joining our efforts to make Costa Rica a country of opportunities for all. This joint effort involves all parties, and it's the only way to achieve shared success!



We will keep working to further our purpose: to deliver on the promise of technology and human ingenuity.



About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments, and other organizations build their digital core, optimize their operations, accelerate revenue growth, and enhance citizen services—creating tangible value at speed and scale.

We are a talent and innovation-led company with **738,000** people serving clients in more than **120** countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change with solid ecosystem relationships.

We combine our strength in technology with unmatched industry experience, functional expertise, and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions, and assets across **Strategy & Consulting, Technology, Operations, Industry X, and Accenture Song.**

Together with our culture of shared success and commitment to creating **360° value**, these capabilities enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the **360° value** we create for our clients, each other, our shareholders, partners, and communities.





Our change in the heart of Costa Rican society

Our purpose at **Accenture** is to deliver on the promise of technology and human ingenuity. In consistency with such premise consistent with our goal, we have contributed to solutions to the challenges we face as a society in Costa Rica.

Accenture has been a signatory to the United Nations Global Compact (UNGC) since 2008, aligning itself to the United Nations Guiding Principles on Business and Human Rights. We focus our human rights efforts on areas most relevant to our business and operations in terms of potential human rights impacts:

- Diversity and equal opportunity
- Health, safety, and security
- Employment conditions and working practices.
- Supply chain
- Data privacy
- Anticorruption

“**Accenture** is proud to be a long-standing supporter of the United Nations Global Compact and its critical work to advance sustainability, equality, and human rights— reflecting our core values and commitment to ethical leadership. We are committed to the Ten Principles of the UNGC and ongoing efforts to help grow businesses’ contributions to the Sustainable Development Goals. We look forward to continuing to build on our 14-year partnership as we work together to address some of the world’s biggest challenges and imperatives.” - **Julie Sweet**, Chair & Chief Executive Officer.

We continually assess our ESG priorities based on their importance to our business and stakeholders.



Our priority Sustainable Development Goals

Highest priority SDGs for Accenture’s operations



Secondary priority SDGs for Accenture’s operations



SDGs we may impact more indirectly



Most relevant SDG targets for Accenture’s operations

- 5.5** Ensure women’s full and effective participation and equal opportunities for leadership at all levels...
- 5.b** Enhance the use of enabling technology, mainly information and communications technology, to promote women’s empowerment.
- 8.2** Achieve higher levels of economic productivity through diversification, technological upgrading, and innovation...

- 8.5** Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.
- 8.8** Protect labor rights and promote safe and secure working environments for all workers.
- 9.2** Promote inclusive and sustainable industrialization and, by 2030, significantly raise the industry’s share of employment and gross domestic product.
- 9.5** Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries... encourage innovation, and...public and private research and development spending.
- 10.2** Empower and promote all social, economic, and political inclusion, regardless of age, sex, disability, race, ethnicity, origin, religion, financial, or another status.
- 12.2** Achieve the sustainable management and efficient use of natural resources.
- 12.5** Substantially reduce waste generation through prevention, reduction, recycling, and reuse.
- 13.1** Strengthen resilience and adaptive capacity to all countries’ climate-related hazards and natural disasters.
- 13.2** Incorporate measures to fight climate change into policies, strategies, and planning.
- 16.5** Substantially reduce corruption and bribery in all their forms.
- 16.6** Develop effective, accountable, and transparent institutions at all levels.
- 17.16** Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources, to support the achievement of the Sustainable Development Goals

Shaping change through a global strategy: Skills to Succeed

We work to create lasting impact by focusing on skilling for technology careers, innovating for society, helping communities in crisis and refugees, and offering meaningful volunteering, participation, and innovation opportunities for our people.

Collaboration is at the heart of how we deliver this impact. We work with our clients, ecosystem partners, nonprofit partners, and others to accelerate our collective progress and do more with our resources.



Skills to Succeed

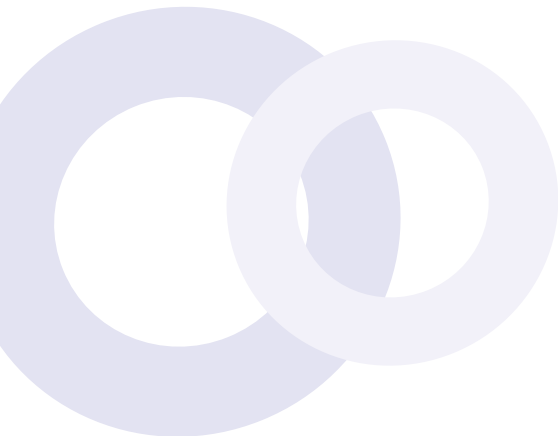
Through our global Skills to Succeed initiative, we collaborate with our partners to prepare people for employment and entrepreneurship opportunities. In fiscal 2022, we equipped more than 1.6 million people worldwide with the skills to make substantive improvements to their lives, for a total of more than 7.5 million since 2009.

As a global professional services company, we already realize a future in which we see how critical technology skills are necessary for jobs and careers. And we believe we have a responsibility to craft—and reskill—people in our communities to be ready for the changes we are involved in creating and their impact on jobs, careers, and the workplace. This responsibility also contributes to companies' ability to find and nurture diverse talent and tomorrow's innovators.

Since **Accenture** arrived in Costa Rica in **2012**, through our **Skills to Succeed** initiative, we have created alliances that have become stronger in the past decade and have skilled **more than 11 635** people in the country.

Our Skills to Succeed initiative helps nurture the next generation, helps people prepare for a job or entrepreneur, and helps people build work experience.

In Costa Rica, we focus on these areas to expand job opportunities for the populations we work with and develop the ability to utilize specialized resources from the new technologies.





Innovation in social impact within the COVID-19 context

In **Accenture Costa Rica**, we set our goals to create and provide **360° value (Clients, Talent, Inclusion and Diversity, Experience, Sustainability, and Finance)** and respond to a panorama that always requires solutions that would shape the future.

In **2020**, worldwide and in Costa Rica, we were confronted with the acceleration of changes that transformed how we do things at a social, industrial, and economic level.

Our commitment to social impact did not stop, and thanks to the effort of our collaborators, all projects were carried out virtually during the pandemic. We took care of our people and the populations on which we had an impact.

During the pandemic, we cooperated with our partners, clients, and communities to overcome the challenges posed by the sanitary emergency.

We highlight the following initiatives:

- Supporting **the National Emergency Commission** by buying cleaning products and food for people affected by COVID-19 .
- Supporting the **“Redes Solidarias Tierra Fértil”** social aid project, which delivered economic subsidies to **100** families of the **Tierra Fértil Social Educational Program** to make up for the basic needs that appeared after the sanitary crisis in the country .
- Virtual training for business owners .
- Developing the **“Microsoft Teams Training”** project, where teachers and students participated at the national level .

Such efforts impacted more than **5200 people** during the most critical period of the sanitary emergency.





10 years of transforming alliances



Based on the impact areas we prioritized, we combined the experience of our people with the work of different allies to contribute to the training of the current and future Costa Rican talent.

Our local volunteering efforts allow our people to make a difference at scale—often working virtually alongside colleagues from around the world.



In **Accenture Costa Rica**, we constantly work to make way for change and to lead such change together with our people. That is why we acknowledge the importance of alliances in positively impacting our country.



In this section, we will proudly mention some of our allied organizations, which have been vital in developing our activities and in making possible the following achievements, focusing on three primary audiences:

1 Nurturing the next generation

2 Preparing for a job or business venture

3 Building work experience

Some of the work we have achieved together is:

36
pro bono projects and economic donations

57
allies

+15 630
beneficiaries

+610
projects and events

To continue creating **360° value**, we have focused on building long-lasting relations since arriving in Costa Rica. We thank some of these organizations by presenting them as successful cases.



Instituto Nacional de Aprendizaje

After 10 years of partnership, around 150 people completed the specialized programs taught by **Accenture**.

Thanks to our alliance with the **Instituto Nacional de Aprendizaje** (INA, in Spanish), we have provided many people with the necessary tools for employability¹.

Guided by the same motivation, the goal of this educational institution is to contribute to the development of human and social talent and the economic development of the country and businesses² through professional training services to contribute to the story.

The history of our alliance began in **2012**, when we recognized the potential of our joint work and the scope we could achieve. In **Accenture Costa Rica** we needed to train people with the skills and competencies that our operations required at that time, and **INA** had people willing to learn³. By combining both institutions' technical knowledge and experience, we trained high-level human talent, thus increasing their job opportunities.

Within the framework of this alliance, we collaborated from our areas of impact of pro bono services, monetary donations, and corporate volunteer work. Our teams have contributed recommendations for improving the curriculum and contents of the **"Programa de Diseño de Aplicaciones Web"** provided by our ally.

Based on the current and future market standards and demands, we developed different projects that have provided students and teachers with tools, knowledge, and experience to promote opportunities for their professional growth,

regardless of their place of origin. The following are some of our main collaborations:

- **Lectures:** we generate spaces with our **Learning and Recruitment** teams to promote the development of soft skills, personnel recruitment, and selection for a successful hiring process
- **Courses:** we believe in constant improvement and exchange of knowledge. That is why we create discussions and update spaces and activities. Furthermore, thanks to our alliance with **Rosetta Stone**, and through the granting of licenses, we contribute to student training in the English.
- **Training sessions:** during events like the **#WorldSkills**, world competition, we offer our facilities as practice and technical support centers for conducting tests or projects
- **Updates for teachers and instructors:** we develop spaces such as workshops, lectures, and training sessions for teaching staff on supplementary technical subjects in response to market demand.
- **Technical visits:** we organize visits of our teams to foster the possible recruitment of students. We acknowledge talent when we participate in presentations of intermediate and final projects of the program, as well as when we act as a jury for interviews and portfolio presentations. We seek to develop feedback spaces from our knowledge and experience.

¹ From INA's Facebook page <https://www.facebook.com/watch/?v=10156317171869456> + IMPACT link Executive Summary

² Obtained from the National Learning Institute (INA) (2018). Plan Estratégico Institucional 2019-2025. Diagramación Asesoría de Comunicación. <https://www.ina.ac.cr/transparencia/Documentos%20compartidos/Planes%20Institucionales/PEI/PEI.pdf>

³ Obtained from INA's Facebook page <https://www.facebook.com/watch/?v=380740015923610>

- **Share our space for them to learn:** since the start of our relationship and until 2019, our company provided them a specific space for learning⁴. Our joint goal was to increase the number of graduates from **INA** to give them employment opportunities at corporations such as **Accenture**, taking leverage of this knowledge and why not sending graduates from these programs abroad⁵ to learn from companies worldwide with which we operate⁶.

Centro de Tecnología y Artes Visuales

The **Centro de Tecnología y Artes Visuales (CETAV, in Spanish)** of the **Fundación Parque de la Libertad** is an organization whose primary function is to create technical training focused on social inclusion for innovation and aiming to foster human development and train young people in specialized skills aligned with market demands. Their target population is the young people from the regions of Desamparados, La Unión, and Curridabat⁷.

Since we consolidated our alliance in the 2013 fiscal year, over 300 young people have participated in the academic programs provided by CETAV, of which more than 260 students completed one of the 32 skills programs.

It should be noted that more than 205 people received such benefits, giving them employment opportunities; amongst them, approximately 30 young people, have become part of our team in Costa Rica.



Some of the skills programs we have worked on together are 3D animation and web design and development. Our organization's contribution focuses mainly on supporting the construction of the curriculum, strengthening their programs, and striving for an alignment with market demands to improve young people's learning process.

Additionally, other actions that made an impact on the community through the alliance with CETAV were carried out as follows:

- **Volunteer work in English and Design:** this volunteer work is vital for the institution, not only because it involves the practice and the improvement of English but also because the proximity to professionals in the design areas motivates students to improve their competencies.
- **Rosetta Stone licenses:** we promote access to this platform for students with English learning difficulties.
- **Coder Dojo:** participation of students in training sessions.
- Review of the curriculum of different technical programs.

⁴ Obtained from the INA Facebook page, Interview to Fabricio Soto (2018) <https://www.facebook.com/324794974288691/posts/pfbidOeRFUBx8GnGSLARMMYJ81h1YThgrmDyHkvcAkUgRn2EC52DANTSYnio3ysfFENibUI/> y de entrevista a Andrea Tanzi (2019) <https://www.facebook.com/watch/?v=380740015923610>

⁵ Obtained from the INA Facebook page, Interview to Fabricio Soto (2018) <https://www.facebook.com/324794974288691/posts/pfbidOeRFUBx8GnGSLARMMYJ81h1YThgrmDyHkvcAkUgRn2EC52DANTSYnio3ysfFENibUI/>

⁶ Obtained from the INA Facebook page, Interview to Fabricio Soto (2018) <https://www.facebook.com/324794974288691/posts/pfbidOeRFUBx8GnGSLARMMYJ81h1YThgrmDyHkvcAkUgRn2EC52DANTSYnio3ysfFENibUI/>

⁷ Obtained from the Technology and Visual Arts website. <http://parquelalibertad.org/cetav/institucion>





Ideas en Acción

For the past five years, the alliance with Ideas en Acción has focused mainly on providing women with educational training in technological and digital areas, in keeping with our commitment to the gender gap. We support the work of this partner through our **Fundaula** digital platform with the construction of websites, economic support for the different programs, and corporate volunteer work, which have been strategies of great benefit to the communities.

The plans developed with **Ideas en Acción** aim to open opportunities through collaborative innovation by preparing the role players of the era of knowledge without leaving anybody behind⁸ and working together to contribute to Costa Rican society.

Our alliance became more robust in **2017** thanks to pro bono projects for creating a website for their **Mente en Acción** program. We also provided licenses of Rosetta Stone for the Catalizador de Bronce program in order to develop women in technology.

Moreover, we succeeded in moving closer as allies through the **Fundaula** digital tool. Using self-registration, this tool prepares young and adult people for entering the job market according to their knowledge aspirations. With more than 100 free online courses, **Fundaula** adapts itself to the needs and levels of its users. The platform is divided into 3 large areas: digital knowledge, skills, and technical knowledge.

⁸ Ideas en Acción website. <http://www.ideasenaccion.com/>

Our contributions of more significant impact to Ideas en Acción were carried out through monetary donations to the following projects:

Mente en Acción



organization.

We supported this program in keeping with our commitment to reducing the gender gap. This is considered a historical contribution to the

Beyond providing tools about technology, **Mente en Acción** supports the job integration of women into the Science, Technology, Engineering, and Mathematics (STEM) fields through job placement or internships with different allies.

**More than 700 young women
Approximately 40 of them started
their job opportunities in STEM areas.**

Duolingo in Action



**Around 20 young people created
English learning processes**

During **2018** we collaborated to provide English learning tools for the young population nationwide.

⁹ Ideas en Acción website <https://www.ideasenaccion.com/programando-mi-mundo-laboral/>

Inglés Sin Barreras

On the third edition of this project, we provided tools for employability of technical school students and persons with disabilities.



In **Accenture** we supported this project during the **2019** fiscal year in keeping with our commitment to promoting employability for the population with disabilities. Those benefited were:

**Around 100 technical
school students
+20 people with disability
were benefited.**

Programando mi Mundo Laboral and Emprendimiento en Acción

Together with the **Ideas en Acción**, organization, we supported young women providing tools and knowledge to improve their employability profile⁹, and enable their integration into the digital economy by joining a company or becoming entrepreneurs.



**+60 women from the 7 provinces
benefited during the 2022 fiscal
year.**

EARTH University

Our alliance with **EARTH University** started in **2017**. By joining their knowledge in environmental and social sustainability¹⁰ plus our experience in the use of technology, we supported students and producers from the Caribbean area to improve their business.

We want to highlight some experiences we shared with this partner through economic contributions and digital tools such as the **+Competencias** platform, pro bono services, and our corporate volunteer work benefiting young people, women, and adults:

1. **Yo Planto un Bosque** project in **2017**, 200 trees were planted with the support of 50 volunteers.
2. **Bosque Accenture y Artesanas** in **2018**, approximately 20 women were skilled.
3. EARTH training to craftswomen in **2018**, 10 women were skilled.
4. Programming for **Agricultural Monitoring**, where we seek to bring the populations of the zone closer to the use of digital tools applied to agricultural monitoring . During the **2019 fiscal year**, we assisted more than **100 people**, students, and small producers from the Caribbean area.
5. Technological skills for Caribbean PYMES. We contributed to the increase in technical skills of the Caribbean zone population during **2021** through the +Competencias platform. With this project, we made an impact on more than 55 people from small and medium agricultural-livestock businesses, as well as on high school students and residents of rural communities of the zone.



¹⁰Obtained from <https://universidades.cr/universidades/universidad-earth>



Three key ways we support our allied organizations



Collaboration with the United Nations, the Government, non-governmental organizations, foundations, companies, and other national organizations have been fundamental for our work in the communities and fulfilling our shared goals, especially helping us to amplify our positive impact in the country.

This contribution was made possible through three kinds of support:

1. **Monetary donations:** supporting several projects from our allies and even creating some of these together.
2. **Pro bono projects:** our team of experts contributed our experience in technologies and innovation, enriching projects developed by our allies and expanding their impact on beneficiary populations.
3. **Global digital tools:** we served our allied organizations in the country by sharing different free online training tools that provide people with the digital skills most demanded by the market.

Within the framework of the previous impact proposals, we will go deeper into those alliances that have been long-lasting, with which we strengthened innovation topics for the Costa Rican society, thanks to the diversity of projects in which we collaborated.





Junior Achievement Costa Rica

We have worked with this allied organization since **2020** with the following educational programs aimed at children and young people: financial education, preparation for employability, and entrepreneurship¹¹. We focused on strengthening job opportunities in the country by developing entrepreneurship skills.

Mujeres Empresarias

With this project, we supported **more than 35 women** in vulnerable and risk situations to develop their entrepreneurial capacity¹².

“La Compañía” Project

It aims to strengthen the development of business ventures and capacities for employability of **more than 2580** youngsters from different areas in the country, protected

by allies such as the **Ministerio de Educación Pública**.

Likewise, we carry out e-commerce and social commerce training processes and lectures to promote businesses¹³ and donate technological equipment to allow their educational projects to reach more young persons throughout the country.

Rocket Girls Organization

In **2020**, hand in hand with this organization, we worked in the creation of the **Inclusive Rocket** program jointly with the support of other companies, wishing to generate new opportunities for people of the LGBTQ+ community interested in science and technology training¹⁴.

¹¹ Obtained from <https://jacostarica.com/>

¹² Obtained from the Junior Achievement website <https://jacostarica.com/programas-emprendedores/>

¹³ Obtained from the Junior Achievement website <https://www.facebook.com/page/98428906620/search/?q=accenture> **IMPACT link**

¹⁴ Obtained from Rocket Girls (October 27, 2020). Rocket Girls lanza su programa, INCLUSIVE ROCKETS, en colaboración con Accenture Costa Rica, Microsoft Costa Rica e Intel Costa Rica. [Publicación de estado] <https://m.facebook.com/rocketgirlscr/photos/a.1849443958510366/3457744801013599/?type=3&source=57>

Impact on 80 educational centers

A team of Accenture experts contributed to the update of the organization’s web platform, which aligns with the needs of its use by making it accessible to the target populations: boys, girls, and teachers.

Future Up national training platform

Our allies in the **Coalición Costarricense de Iniciativas de Desarrollo (CINDE)**, in Spanish) built this tool together with other organizations so that people may acquire or strengthen high-demand skills and abilities to generate employment opportunities¹⁶.

Impact on 8 000 people 500 registered businesses¹⁷

Accenture Costa Rica and our **User Experience** team submitted a review of **Future Up** and provided their recommendations.

Creation of the STEAM Hall at the Museo de los Niños

The articulation of different efforts and our ally CINDE created a new space promoting interest in the STEAM areas. Thanks to its innovative technology, with interactive games and devices, visitors, especially children and young people, are offered a unique experience of the STEAM Hall of the Museo de los Niños to kids in all Costa Rica¹⁸.

Accenture specialists collaborated to create an interactive zone that provides the virtual reality experience of the STEAM Hall, causing it can be accessible to children in the whole country.

We supported this initiative with economic donations for its growth, training programs, and our **+Competencias** digital tool.

Approximately 15 women were part of these educational activities.

Contributions from our pro bono services

In complying with our mission to advance and embrace change, we worked towards sharing our knowledge, expertise in consultancy, and technological solutions with the Costa Rican society.

Improvements in the virtual consultancy of jovensalud.net

The **TeenSmart International** organization made the JovenSalud free virtual platform available to young people in Central America from 10 to 24 years old looking to develop life skills and promote health.

+100 000 registered youngsters +148 000 virtual consultancies¹⁵

A group of Accenture specialists developed a chatbot-type update in the virtual consultancy section of this platform to facilitate access to information and promote a closer experience for its users.

Alianza por la Educación Inclusiva

To generate equality environments, the **Alianza por la Educación Inclusiva** organization has a support program to raise awareness of and promote diversity and inclusion policies in educational centers.

¹⁵ Obtained from the official Teensmart website. <https://teensmart.org/es/home-page/#>

¹⁶ <https://futureup.com>

¹⁷ Obtained from the official CINDE website. <https://www.cinde.org/es/noticias/future-up-la-plataforma-tecnologica-que-facilitara-el-desarrollo-de-las-habilidades-de-mayor-demanda-laboral-en-costa-rica>

¹⁸ Obtained from the Museo de los Niños (June 2, 2022). “Sala STEAM” busca acercar a niños y jóvenes a las carreras del futuro. <http://museo.museocr.org/?p=4436> + **IMPACT link**

Collaboration with innovative digital tools over the last decade.

We constantly seek to innovate to take advantage of the latest technologies by bringing tools into the country to generate opportunities for development through their digital use.

Rosetta Stone

Through this alliance, we supported specific communities by donating more than **120** licenses of a program that includes an initial evaluation and 12 months of unlimited online training for 24 languages. Allies that benefited from this tool were **Fundación Parque La Libertad, Ideas en Acción, Rocket Girls, Tierra Fértil Project**, and a few others.

Go2Job

This tool is designed to learn by playing and is aimed at young people looking for their first job opportunity. We worked on it hand in hand with **Ideas en Acción**. Its purpose is for more young people to acquire knowledge that will let them face their first job experiences, including orientation, training on how to structure their CV, how to dress accordingly, their attitude and time organization for an interview, as well as the experience of their first day at work.

+Competencias

This online training tool focuses on developing digital knowledge and soft skills.

In the **2022** fiscal year, **+Competencias** was shared with different allies such as **Fundación Aliarse** and their **Skills for Life** program,



Fundación Parque La Libertad, Fundación Mujer in alliance with the **United Nations High Commissioner for Refugees (UNHCR), GAN Costa Rica** and **Fundación Acción Joven** in partnership with the **Municipalidad de Heredia**.

Fundaula

The fast pace of technology's evolution has changed the skills that the workforce of today needs, this is why the development of digital skills and soft skills has been key to the inclusion of people everywhere.

Our platform **Fundaula** allows users to self-register and select the courses they wish to complete, according to their aspirations, from more than 100 courses this has benefited organizations such as **CINDE** and their **Future Up** platform, **Ideas en Acción**, programs to include women in technology, **Sifais** and **Zonas ACTIM** with their employability programs, **Fundación Mujer** in alliance with the **UNHCR**, and **Fundación Parque La Libertad**. This digital mechanism.



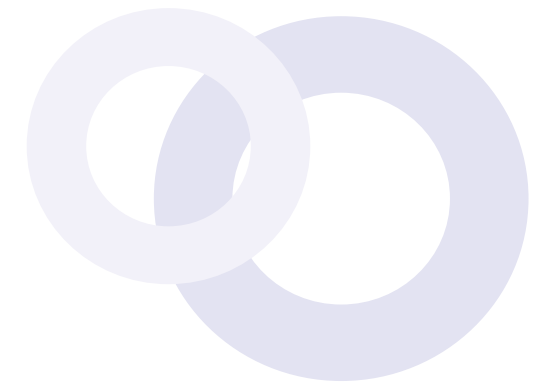


10 years of witnessing the power of change from volunteering work and social innovation in Costa Rica



Supporting our **Skills to Succeed initiative**, we live the passion for volunteer work with projects that improve the digital skills of the communities so that they may have the requirements to participate in future job opportunities or the development of new business entrepreneurship.

The following are some areas developed by our volunteers to work with Costa Rica and embrace change through digital initiatives and tools.





Passion for volunteering work and its results

The following are some of the results achieved thanks to the support of our volunteers since FY17:

+16 000
volunteer work hours

+2 250
volunteers

+560
volunteer events

The focus of our volunteering work in Costa Rica

Accenture strives to provide our people with a work environment that is positive, respectful, and inclusive, with opportunities to use their

time and talents to volunteer and innovate.

Our people are passionate about getting involved and applying their skills to make a difference.

Initiatives for future generations in Costa Rica

Our main goal at this point is to nourish students so that they may prepare and acquire the abilities for a digital future. We seek to empower the new generations through the development of learning processes for the creation of new technologies that will change and improve the world.

We entered new alliances to support, prepare and educate the workforce of the future, such as our work with allies like **Fundación Parque La Libertad, Fundación Mujer, Tierra Fértil, UNHCR**, and many others.

Through these initiatives, we teach children and young people how technology can be an ally and how unique creations can be made real through programming exercises.

Coder Dojo

This successful proposal demonstrates how Costa Rican children have fun while learning programming principles for their technological future, hand in hand with the Code.org organization, without distinction or barriers.

This program was born in 2019 and ended in 2020. We used different block programming platforms in Thunkable X. In addition, we highlighted the use of Python and HTML to teach younger children the principles behind a cell phone app.

During the last years, we made an impact with **Coder Dojo** on different organizations as mentioned above.

Hour of Code

We show the power of innovation to children and adolescents through technology. A one-hour program where our volunteers guide future generations through simple instructions to explain the code and how an algorithm works.

Since **2016**, we have implemented this initiative in different educational centers and organizations like **CINDE, World Vision** and **Hogar Siembra**.

Kidovation

This game-based learning, developed by **Accenture Interactive** in England and brought in 2022 to Costa Rica, leads students through the principles of Design-Thinking, agility, and innovation. We inspire them to understand that they can solve problems in the real world. This is in celebration of World Refugee Day, and together with our ally **UNHCR**, the skilled children were refugees.

Encouraging change in young persons in Costa Rica

With our volunteers' participation and our allies' support, we have been providing tools non-stop to young people in Costa Rica that will facilitate

their entry into the digital economy.

Our goal is to reduce the barriers limiting young people's access to the job market and to support them in developing the skills required by companies such as Accenture, which is reflected in the initiatives in which we participate.

The following are some of the most outstanding initiatives in this group:

Mock interview

Since **2021**, we have been helping young people prepare for future job interviews, thanks to the knowledge and expertise of our collaborators. In Accenture, we allow them to participate in real scenarios where they can apply their communication skills and improve them through the feedback we give them.

Along the same lines, we give different talks on the subject, such as Preparing for an interview, Competencies for the future and keys for their development, Personal Brand, and How to write a CV to prepare young people to stand out in their first job experiences.

These initiatives are carried out with **Fundación ALIARSE, Ideas en Acción**, and **Fundación Acción Joven** in alliance with the **Municipalidad de Heredia**

We impacted more than 415 people in different areas of the country.

English learning and training

Aiming at promoting a more inclusive world for all, thanks to Ideas en **Acción and Fundación Parque Metropolitano la Libertad**, our collaborators have made available their experience for supporting young people in their English learning process.

Initiatives that transform the lives of people over 25

The current scenario challenges us to adapt to technology's exponential development

constantly. We have identified the necessary skills to succeed and the need for workers to adjust to a globalized world.

Through our areas of impact for experienced workers, we support learning and developing new competencies and abilities that contribute to the growth of their professional careers. Such strategy is divided into different topics:

Igualdatón

This initiative of our allies **Alianza Empresarial para el Desarrollo** and **UN Women** proposed innovative solutions to problems that increased due to the pandemics that prevented women's economic empowerment. For example, one of the teams developed a free app for the whole family that fairly plans and organizes household chores in a creative, fun, and educational way. Another team created an app to connect women-owned businesses to support each other's entrepreneurship by building business relationships.

Digital commerce training

Our volunteer work efforts have also been geared towards advising business owners and micro and small businesses with tools, skills, and abilities that will allow them to improve and innovate their businesses in more virtual environment.

Thanks to our alliances with organizations like **Junior Achievement Costa Rica**, and **Nosotras Women Connecting**, we helped people and organizations to prosper in the digital economy through the following:

- **Digital marketing and competitive advantage talks:** we facilitate tools on sales strategies to promote growth and their positioning in digital channels such as social networks. We develop subjects such as "Paid media and search optimization," "Brand reputation management," and "Social Network Planning."

- **Digital commerce and sales platform workshops:** we train and advise business owners and SMEs in electronic commerce matters.
- **Finance mentoring:** in search of empowering and educating about financial and digital concepts to local business owners, we provide support with a consultancy with a 1:1 methodology to provide personalized guidance.
- **+1075 participants** in our talks, workshops, and mentoring

Education through technology

Facing the challenges of the pandemic, we strived for technology not to be an obstacle to learning or teaching. Through training processes in the **Microsoft Teams** platform, we supported public school teachers who migrated to virtual classes in alliance with **LEAD University, Asociación Empresarial para el Desarrollo and Alianza por la Educación.**

+1950 people benefited through these Microsoft Teams training, benefiting more than five educational centers.

Continuous update

The constant changes we experience in the job world increase the need to keep our current workforce permanently updated. For this reason, we work with **Fundación ALIARSE** and the **Ideas en Acción** to develop talks and workshops on Managing emotions in the professional environment, Skills for employability, writing a CV, and Preparing for interviews. We stimulate professional growth despite experience.

Approximately **100 people** over **25 trained** in development in the job market.





Our commitments for the future



Motivated by our achievements with our partners, clients, and allies, we will continue working, aligning with our global strategy, to deliver on the promise of technology and human ingenuity. We work to continue our progress toward several ambitious goals, including reaching net-zero emissions by the end of 2025; moving to zero waste; achieving gender parity by 2025; increasing our race and ethnicity representation, and always contributing to our communities.



Thank you for allowing us to be a part of the change in Costa Rica



Accenture Costa Rica thanks all people and allies with whom we have collaborated during these 10 years in our search for creating 360° value. Special mention to Alexa Centeno Martínez, María Laura Sánchez Salazar, María Jose Obando Meneses and Paco Ramírez Solano, who worked on this document.

Embracing the road of change will allow us to leave a better world than the one we received, starting with our country. Let us keep nourishing Costa Rican society powered by our purpose “to deliver on the promise of technology and human ingenuity.



Let us write together new positive impact stories



If you wish to consult ideas on alliances, sustainability projects in all their dimensions, or other topics related to subjects developed in this document of Accenture Costa Rica, please get in touch with us:

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